

CLAUDIA RINCON

GRAPHIC DESIGNER

<http://www.calila.me>

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I am a graphic designer with over seven years of experience and a tremendous passion for creating websites that ensure an organic user experience. One of my biggest strengths is displaying complex content to users through a simple, yet elegant interface responsive to any device.

SPECIALTIES

- Visual & User Experience Designer. Information Architecture (wireframes, prototypes, finalized comps and mock-ups)
- Information design (aesthetics, typography, visual hierarchy, data visualization, infographics)
- Standards based, semantic (X)HTML and CSS, basic knowledge of Javascript

Software: Photoshop, Illustrator, Indesign, Flash, Omnigraffle, Office.

Bilingual: Spanish and English

EXPERIENCE

SPORTS195 (New York, NY) 2012 to present

Senior UI/UX designer

- In charge of product interfaces (user's profiles, feeds, standings, scorecards, etc.)
- Lead role in the team, supervising and training junior designers
- Work closely with Product Managers and Scrum teams to lead UX initiatives within sprint, defining concepts, workflows and user scenarios.
- Lead collaboration meetings for design, functionality and workflow
- Develop UX to provide a coherent interface with an excellent user experience
- User Interface design of web applications, incorporating usability, comprehensive workflows, applying standards, using various tools to create graphical interfaces.
- Work with development teams and content developers to ensure the feasibility of the project and solve possible difficulties
- In charge of style guide creation and team style guide continuity
- Researched UX best practices and technology to keep up with current trends
- Data visualization through infographics

Guest speaker at the Meetup: **"Why Design Matters"**

September 11, 2014 - Austin, TX

Courses

Responsive Web Design

State of the Art Web Design: What Can I Do Now?

cont.
EXPERIENCE

Colectivo Independiente (Santiago, Chile) 2009 - 2012
Front-end designer / Art director

- Design UI, UX
- Front-end development
- Implementation on Joomla and WordPress platforms
- Developed guidelines for junior designers in web and editorial trends
- Constant communication with customers to improve and update their sites

DuocUC Universidad Católica (Santiago, Chile) 2007 - 2009
Assistant Professor of Workshop and Seminar Graduate Degree

- Reinforcement teacher of Adobe Flash and InDesign.
- Coordination of Design Technology Center (Centro Tecnológico de Diseño CTD)
- Print (posters, invitations, advertisement)

EDUCATION

DuocUC Universidad Católica (Santiago, Chile) 2003 - 2007
Degree in Graphic Design

- Graphic Design
- Artwork design and concept

Portfolio: <http://www.calila.me>

LinkedIn: <http://www.linkedin.com/in/calila/>

Photography: <http://500px.com/calila>

References Upon Request

